

# Get the URGE

MTV Networks, a division of Viacom Inc and Microsoft Corp. have collaborated on the design and development of MTV Networks' new digital music service called URGE. Set to debut in the USA this year, URGE will provide an immersive music experience and will be integrated into a forthcoming version of Microsoft Windows Media Player.

URGE will offer rich entertainment programming and innovative tools designed to guide musical discovery and connect fans to the artists and music they love. Offering more than 2 million songs from the major labels and thousands of independents, URGE will encompass all musical genres, from alt-country to zydeco.

URGE has garnered early support from key US music industry figures Clive Davis, Chairman and CEO BMG US, Lyor Cohen, Chairman and CEO of US Recorded Music for Warner Music Group, and musical superstars Alicia Keys, Coldplay's Chris Martin, and Gretchen Wilson.

"We live to connect artists and fans in the most imaginative ways possible," says Van Toffler, MTV Networks Music Group President. "With our new service, we will be able to satisfy music lovers' urges for all things music. In many ways, URGE will serve as a 'psychic concierge,' introducing fans to new artists and helping them to develop a deeper connection to old favorites."

Blair Westlake, Corporate Vice President of Media Technology and Convergence at Microsoft, says: "By combining our expertise in digital media with the music leadership and marketing savvy of MTV Networks, we have created a powerful and unique way to experience music. This landmark collaboration will bring innovative new experiences to millions of music fans."

Jason Hirschhorn, MTV Networks' Chief Digital Officer says: "Every element of URGE is being developed with our audience in mind. Beyond providing a simple transactional service, URGE will provide a musical playground where fans can explore, customize, discover and download new music."

URGE will be promoted through multiple venues, including the MTV, VH1 and CMT channels, which on average collectively reach more than 165 million US viewers, as well as through the respective brands' web sites and Urge.com.

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